Downtown Huntington Beach Specific Plan Update

Public Workshop #2 February 20, 2008



Agenda

- I. Introduction
- II. Summarize Community Input
- III. Review Ideas and Concepts
- IV. Break
- V. Mini-Charrette Design Cultural Arts Hub
- VI. Summary and Next Steps



Project Team

- City of Huntington Beach
- RRM Design Group Land Planning and Urban Design
- The Natelson Dale Group, Inc. Economic and Market Analysis
- Kimley-Horn & Associates, Inc.-Parking and Traffic Analysis
- Graphic Solutions Sign Program
- Hodge & Associates Environmental Planning

Key Stakeholder Interviews:

 Residents, merchants, property owners, business owners, decision makers, developers, architects, community leaders

Workshop #1 – 1/27/07:

 Interactive information gathering exercise – parking; circulation / transportation; land uses; design / architectural character; downtown appearance; pedestrian enhancements / streetscape design

Land Use and Activities

- Specific Plan & Parking Master Plan need to work together
- Need more residential downtown multifamily and above retail
- Encourage neighborhood services downtown grocery store, bookstore, cafes, drug store
- Encourage upscale shops, restaurants, and galleries
- Need uses for a variety of ages balance between bars and family oriented uses
- Downtown needs live entertainment comedy club, playhouse / theater, small performance venue
- Arts center / cultural district should be located at north end of Main Street



Circulation and Parking

- Temporary closures of Main Street special events, weekend, summer activities
- Manage pedestrian and vehicular congestion along Main and PCH
- Expand parking district and develop comprehensive parking strategy – public parking, in-lieu fees, alternative transportation, pricing, remote parking, local trolley, partner with private development, etc.
- Minimize parking and circulation impacts on surrounding neighborhoods
- Provide more dedicated bicycle parking areas
- Connect Walnut Avenue to Pacific View Avenue

Downtown Appearance

- Maintain & enhance Downtown's appearance clean, safe, welcoming
- Improve pedestrian environment lights, trees, street furnishings, wide sidewalks, outdoor dining, paseos
- Create a brand & wayfinding system in Downtown logo, gateways, directional signs, banners
- Integrate public art
- Mediterranean style (as currently defined) is too restrictive – allow variety and "eclectic design style"
- Better connect beach events and activities to the Downtown
- Beautify Pacific Coast Highway

Plan Goals / Objectives

- Healthy mix of land uses that create an urban village serving both residents & visitors
- Implement standards & guidelines that encourage development of underused parcels with mixed uses and unique architecture
- Ensure adequate parking is made available
- Improve pedestrian environment throughout Downtown create connections
- Create an anchor with cultural arts focus at north end of Main Street
- Strategic Marketing between beach events / activities and Downtown area
- Minimize negative impacts on surrounding neighborhoods



Preliminary Ideas / Concepts

- Districts / Land Uses
- Traffic / Circulation
- Streetscape Improvements



Districts & Land Uses

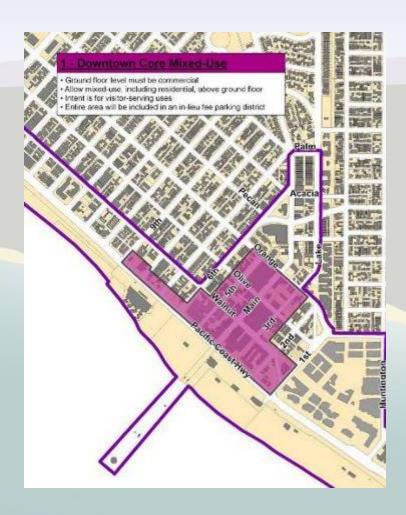




District 1

Downtown Core Mixed Use

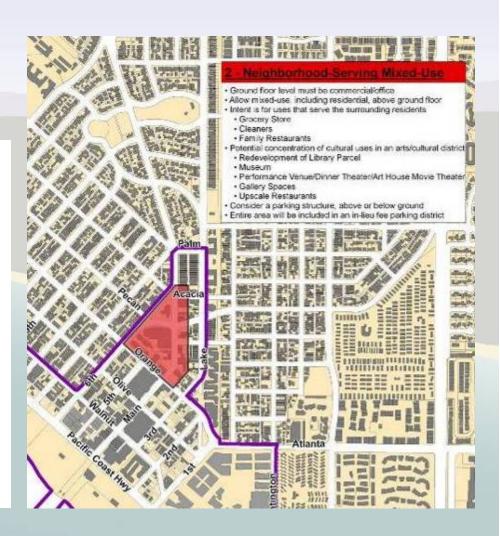
- Ground floor is commercial
- Mixed-use, including residential, allowed above ground floor
- Primarily visitor-serving uses
- In-lieu fee parking district



District 2

Neighborhood-Serving Mixed-Use

- Ground floor must be commercial/office
- Mixed-use, including residential, allowed above ground floor
- Primarily serves surrounding residents
- Potential concentration of cultural uses
- Consider a parking structure, either above or below ground
- In-lieu fee parking district





District 3, 4, & 5

3-Transitional Mixed-Use

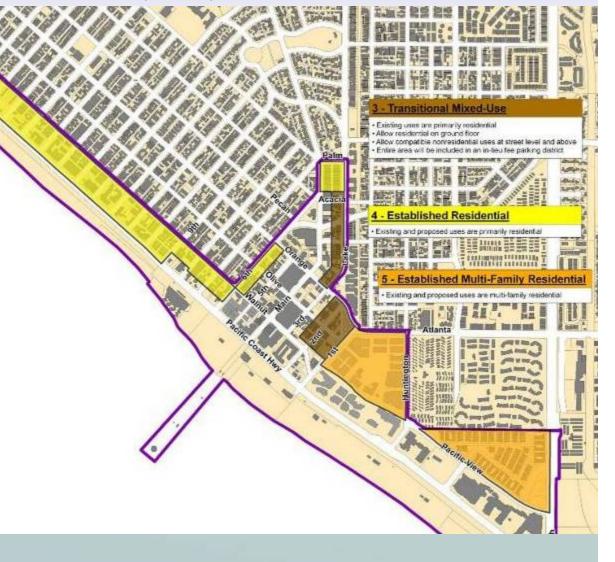
- Existing uses primarily residential
- Allow residential on ground floor
- Allow other compatible uses at street level and above
- In-lieu fee parking district

4-Established Residential

 Existing & proposed uses are primarily residential

5-Established MFR

 Existing & proposed uses are multi-family residential







District 6, 7, & 8

6-Tourist-Serving Commercial

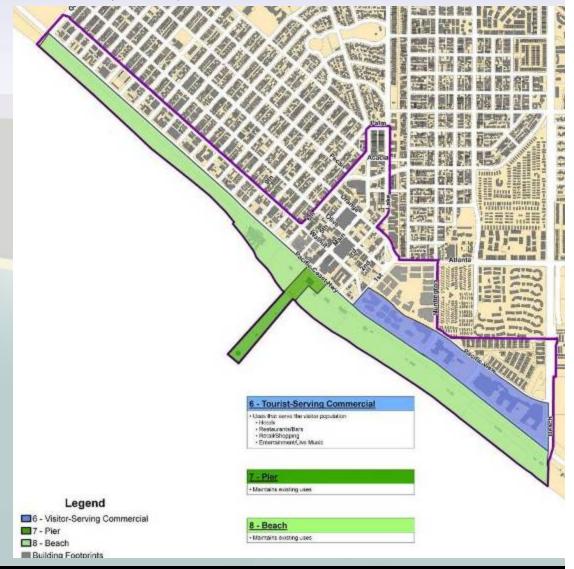
Uses that serve visitor population

7-Pier

Maintains existing uses

8-Beach

Maintains existing uses





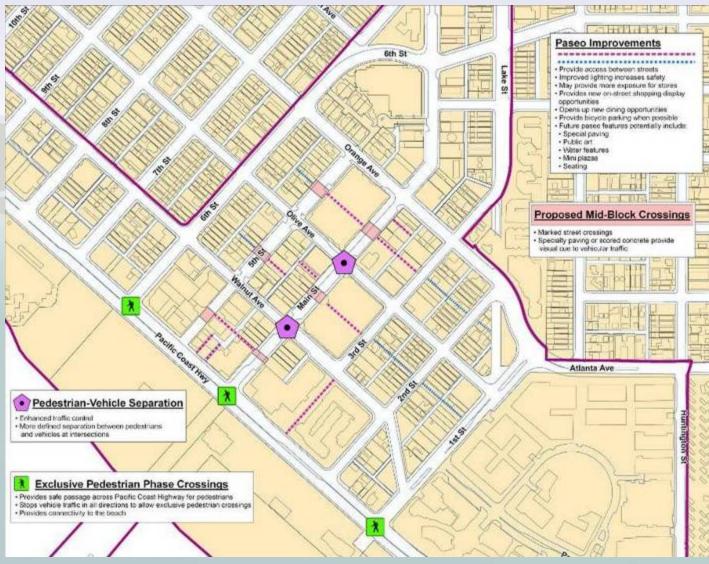
Circulation / Traffic



Road Closures & New Roads



Pedestrian Connections



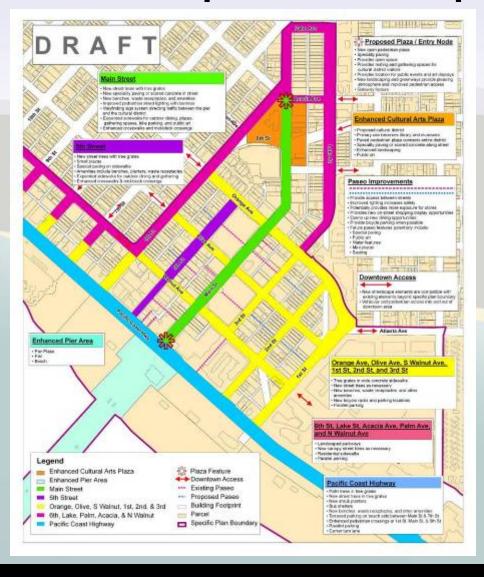
Bicycle Connections







Streetscape Concepts



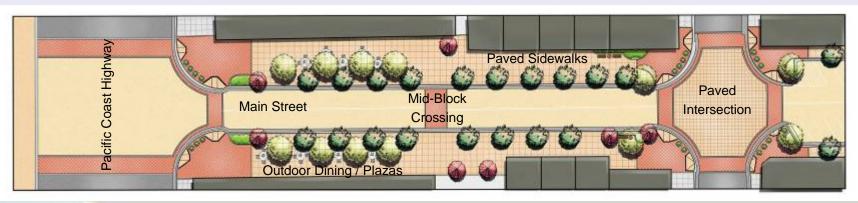
Main Street







Main Street



Site Plan

Design Features

- Plaza-like paving throughout
- Planters and landscaping
- Street trees palms and accent trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Vendor kiosks
- Benches

- Bollards for temporary closure
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

5th Street





Option A



Option B



5th Street

PLAN VIEW

Design Features

- Special paving on expanded sidewalks
- Street trees palms and open canopy trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Enhanced crosswalks



- Benches
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

Downtown Streets





Design features:

- Improve sidewalk paving throughout
- Pedestrian lights
- Street trees in grates
- Enhanced cross walks—piano key



Residential Streets







Pacific Coast Highway

Design features:

- Pedestrian lights
- Palm trees
- Enhanced crosswalks
- Landscaped medians Main to Beach Blvd
- Wind protected bus shelters
- Benches, waste and recycling receptacles







Cultural Arts Exercise



Look How Far You've Come

